

EASTERN STATES RADIO CORPORATION
34 Amity Street
Amherst, Massachusetts

January, 1951

Station Manager
Campus Radio Station

Dear Sir:

Recently we wrote to your station outlining our plan to bring national news teletype service to college radio stations all over the country. Numerous favorable replies have been received from college stations from coast to coast, and to date the only definite "nos" we have received have been from schools who have no station, or who operate non-commercially.

Because many stations, while expressing a definite interest in our plan and a desire to participate in the service, have written to ask for more detailed information, we have prepared this brief resume for your information. We hope it will answer the questions which our first letter may have raised in your mind.

Because we do not as yet know which colleges will comprise those participating in this service, and other final details, we are as yet unable to tell you the exact names of the sponsors. But we can assure you that your station will not be asked to air copy advertising alcoholic beverages or other merchandise or services which would not be acceptable to any commercially operated station.

We cannot emphasize too much the need for prompt action on your part if you want to be a part of this plan. Defense demands are cutting into the manufacture of news machines, and five weeks' notice to the press association is required for the installation of those which will be available. Further time will be required to settle details with the sponsor. For these reasons, please give this report your prompt consideration. We hope to be able to begin trial operation in March.

Sincerely yours,

EASTERN STATES RADIO CORP.

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Sales Manager

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I N S T R U C T I O N S H E E T

READ the following Folder entitled "Data on News Machine Teletype Service for College Radio"

DECIDE whether you want to avail your station of the service; It is IMPERATIVE that you decide immediately whether you are going to use the service.

IF YOU ARE NOT: Kindly return the Questionnaire, un'filled in the manilla envelope that is enclosed. Don't bother sending anything but the questionnaire (stapled together with yellow front and blue border at top).

We would appreciate it very much if you would fill in the penny postal that is addressed to our N. Y. office; and keep the enclosed material on file in case you have an occasion to consider it again. A letter explaining your decision would be appreciated at your convenience!

WHEN YOUR ANSWER IS "YES", Do the following IMMEDIATELY:

- (1) Wire Eastern States Radio Corporation the following COLLECT:

Eastern States Radio Corporation
34 Amity Street
Amherst, Massachusetts

(1) (2) (3) (4) (5)
Station --(call letters)--; --(name) College accepts.
(6) (7) (8) (9) (10)
Card Mailed. Questionnaire to follow.

Signed:

- (2) Fill out the enclosed Government Postal Card already addressed to our New York Office. Mail it immediately!
- (3) Fill out the enclosed questionnaire as soon as possible; put it in the enclosed manilla envelope and mail it. No postage is necessary if you don't seal it!
- (4) Keep the other information on file for your future reference. We will send you information periodically which you will also want to keep on file, since reference may be made to previous correspondence.

HURRY---HURRY---HURRY---HURRY---HURRY

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